CITY OF MIAMI BEACH COMMISSION ITEM SUMMARY



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Approve the third and final one-year renewal options of the Concession Agreement with Gold Star Parking Systems, Inc. for providing valet parking services at the Miami Beach Convention Center, Jackie Gleason Theater of the Performing Arts (TOPA), and other City property, as required. The third and final one-year renewal option is to commence on September 15, 2003 and expire on September 14, 2004.

Issue:

Whether to approve the third and final one-year renewal options of the Concession Agreement with Gold Star Parking Systems, Inc. for providing valet parking services at the Miami Beach Convention Center, Jackie Gleason Theater of the Performing Arts (TOPA), and other City property, as required? The third and final one-year renewal option would commence on September 15, 2003 and expire on September 14, 2004.

Item Summary/Recommendation:

Gold Star provides valet parking services at the abovementioned venues with personnel supplied by Gold Star. The Parking Department's Assistant Director of Off-Street Operations performs the contract management. Gold Star's performance has been measured using the following criteria: (1) responsiveness to the City's directives/requests, including scheduling and deployment, (2) customer service and related complaints, and financial return to the City. Gold Star has been consistent and timely in their payments to the Parking Department since the inception of the Agreement.

ADOPT THE RESOLUTION.

Advisory Board Recommendation:

- Financial Informa	tion:			
Amount to be exp N/A				
Source of		Amount	Account	Approved
Funds:	1	N/A	N/A	N/A
	2			
	3			
	4			
Finance Dept.	Total			

Sign-Offs:

	Department Director	Assistant City Manager	City Manager
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AGENDA ITEM <u>C7I</u> DATE <u>6-11-03</u>

CITY OF MIAMI BEACH

CITY HALL 1700 CONVENTION CENTER DRIVE MIAMI BEACH, FLORIDA 33139 www.ci.miami-beach.fl.us



Date: June 11, 2002

COMMISSION MEMORANDUM

To:

Mayor David Dermer and

Members of the City Commission

From:

Jorge M. Gonzalez R. Parelen Jr. City Manager

Subject:

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING THE THIRD AND FINAL ONE (1) YEAR RENEWAL OPTION TO THE CONCESSION AGREEMENT WITH GOLD STAR PARKING SYSTEMS, INC. FOR VALET PARKING SERVICES FOR THE MIAMI BEACH CONVENTION CENTER AND JACKIE GLEASON THEATER OF THE PERFORMING ARTS (TOPA) AND OTHER CITY PROPERTY, AS REQUIRED; SAID SECOND ONE (1) YEAR OPTION COMMENCING ON SEPTEMBER 15, 2003, AND EXPIRING ON

SEPTEMBER 14, 2004.

ADMINISTRATION RECOMMENDATION

Adopt the resolution.

ANALYSIS:

Currently, the City is providing ancillary parking services in the form of valet parking services in the Jackie Gleason Theater of the Performing Arts (TOPA), the Miami Beach Convention Center, and other City property as may be required. Gold Star Parking Systems, inc. has provided valet parking services at these venues since October 1, 1986. Most recently, the Administration competitively bid this service on May 13, 1999. The first of three one (1) year renewal terms expires on September 14, 2002. The terms of the Agreement allow for two (2) additional one (1) year terms, at the sole discretion of the City. This recommendation would constitute the third and final renewal option. Remuneration for services is in the form of fixed monthly payments to the City totaling \$60,000 annually.

Gold Star provides valet parking services at the abovementioned venues with personnel supplies by Gold Star. The Assistant Director of Off-Street Operations performs the contract management. Gold Star's performance has been measured using the following criteria: (1) responsiveness to the City's directives/requests, including scheduling and deployment, (2) customer service and related complaints, and financial return to the City.

1. Responsiveness to the City's directives/requests, including scheduling and deployment.

Gold Star has been responsive in ensuring all of their employees are qualified, trained, and customer-friendly. The ability to consistently provide a qualified labor pool for valet Commission Memorandum June 19, 2002 Page 2

parking services is, at times, challenging. Gold Star has been responsive and consistent in providing these services.

2. Customer service and related complaints.

This discipline of the parking industry is also quite challenging and key to providing a pleasant encounter for all citizens, including tourist and visitors. Valet parking attendants/runners are often the first and/or last person a visitor or tourist encounters when visiting our great City. It is essential that this experience always be a positive one. If not, the visitor may have a negative perception, no matter how much they enjoyed their stay. Gold Star is proactive in ensuring their employees are always well groomed, uniformed, and courteous.

3. Financial return to the City.

Revenue to the City is in the form of fixed monthly payment adjusted for seasonality totaling \$60,000 annually. Gold Star Parking Systems has been consistent and timely in their payments to the Parking Department since the inception of the Agreement.

Furthermore, in a continuing effort to improve service to users of the valet parking service and parking overall, the Administration is utilizing the "Client Critique" form produced by SMG, the contractor managing both the Miami Beach Convention Center and Jackie Gleason Theater of the Performing Arts. This critique (or performance survey) evaluates a number of services provided by the Convention Center. Parking and specifically valet parking are services evaluated by the user(s). This is a valuable tool in determining the level of service provided, customer satisfaction, and areas in need of improvement.

CONCLUSION:

In conclusion, the Administration recommends that the Mayor and City Commission approve the third and final one-year renewal option of the Concession Agreement with Gold Star Parking Systems, Inc. for providing valet parking services at the Miami Beach Convention Center, Jackie Gleason Theater of the Performing Arts (TOPA), and other City property, as required. The third and final one-year renewal option is to commence on September 15, 2003 and expire on September 14, 2004.

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RESOLUTION NO.	
RESOLUTION NO.	

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING THE THIRD AND FINAL ONE (1) YEAR RENEWAL OPTION TO THE CONCESSION AGREEMENT WITH GOLD STAR PARKING SYSTEMS, INC. FOR VALET PARKING SERVICES FOR THE MIAMI BEACH CONVENTION CENTER AND JACKIE GLEASON THEATER OF THE PERFORMING ARTS (TOPA); SAID ONE YEAR OPTION COMMENCING ON SEPTEMBER 15, 2003, AND **EXPIRING ON SEPTEMBER 14, 2004.**

WHEREAS, the City is currently providing ancillary parking services in the form of valet parking services at the Jackie Gleason Theater of the Performing Arts, the Miami Beach Convention Center, and other City property as may be required; and

WHEREAS. Gold Star Parking, Inc. has provided valet parking services for the City since October 1, 1986; and

WHEREAS, the Administration has competitively bid this service, most recently on May 13, 1999; and

WHEREAS, the first of three one-year renewal options was approved and the second of the three one-year renewal options of the existing Valet Parking Services (Concession Agreement) with Gold Star Parking, Inc. expires on September 14, 2003; and

WHEREAS, the Concession Agreement provides for third and final one-year renewal terms, at the sole discretion of the City; and

WHEREAS, the Administration recommends providing ancillary parking services in the form of valet parking at its facilities and other City Property.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY **COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA**, that the Mayor and City Commission herein approve the third and final one-year renewal option to the Concession Agreement with Gold Star Parking Systems, Inc. for valet parking services for the Miami Beach Convention Center and Jackie Gleason Theater of the Performing Arts (TOPA) and other City property, as required; said third and final one-year option commencing on September 15, 2003, and expiring on September 14, 2004.

PASSED and ADOPTED this	day of, 2003.		
ATTEST:	MAYOR	APPROVED AS T FORM & LANGUA & FOR EXECUTION	GE
CITY CLERK	N	120001-	_ (

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